

November 2010

Advocating a Successful Business Environment in West Hawai'i

## UPCOMING CHAMBER EVENTS

### November 2010

**November 2, Tuesday**  
**Business First! Tuesday**  
Daniel Thiebaut Restaurant  
5 – 7 p.m.

**November 11, Thursday**  
**Veteran's Day**  
Chamber office will be closed

**November 17, Wednesday**  
**AfterHours—Blue Dragon**  
61-3616 Kawaihae Road, Kamuela  
5 – 7 p.m.

**November 23, Tuesday**  
**Kona-Kohala Young Professionals**  
KBXtreme, Parrot's Rock Lounge  
6 - 8 p.m.

**November 25 - 26**  
**Thanksgiving Holiday**  
Chamber office will be closed

**November 26 -December 10**  
**Bid for Hawaii Online Auction**  
www.biddingforgood.com/BidforHawaii

### December 2010

**December 15, Wednesday**  
**AfterHours—Big Island Toyota**  
74-5504 Kaiwi St., Kailua-Kona  
5 – 7 p.m.  
Annual Holiday Gift Drive

## Kona Ironman provides needed economic benefits, global exposure

*Message from the President/CEO*

One of Hawai'i Island's most anticipated annual events recently took place on October 8—the Ford Ironman World Championship. Residents from across the island either embrace the yearly gathering of triathletes from around the globe to Kona, or they prefer to get out of town to avoid the crowds. I'm one of the embracers. I believe we should give thanks to everyone who plays a role in supporting this race in Kona.

State economic indicators are touting numbers and phrases that support economic recovery. While this is true for the state, Hawai'i Island numbers tell a different story – a much slower recovery. As an example, year-to-date hotel occupancy through June 2010 shows O'ahu at 75%, Maui at 68.3%, Kaua'i at 60% and Hawai'i Island at 55.4%. The jobless rate in Honolulu is at 5.3%, 7.9% on Maui, 8.6% on Kauai and 9.5% here. Nearly one in 10 in our community is unemployed. Retail market vacancy numbers reveal the drastic loss of businesses as Hawai'i Island more than doubled its vacancy rate from a year ago – 12.4%, up from 5.3% last year. O'ahu sits on 3%, Maui 7.7% and Kaua'i has 11.1%. Do we need this race? You bet we do.

The economic boost Ironman gives to our island economy is undeniable. And the timing is perfect as it falls in a "shoulder period" when tourism is sluggish. One hotel general manager noted this race salvages their September/October earn-



IRONMAN 2010 - A Triathlete receives water from one of many volunteers at the Kahalu'u aid station. Photo by Fern Gavelek

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Ask for Steven



Attn Big Island Small Business Owners With Less Than 10 PCs:  
**Mention This Ad In October And We'll Monitor, Maintain, AND Backup Your Network for ONLY \$199.95 a Month!**



**malama  
TECH**  
Your technology problems...GUARANTEED GONE!

"What we like the most about Malama Tech is their knowledge, understanding, and patience to listen and address our problems." - Kyle Onaka, General Appliance, Inc.  
\*IMPORTANT! Due to time and staff limitations, this offer is only available to 5 businesses on a first come, first served basis.

**888-IT-MALAMA**  
(888-486-2526)

# FY2011 – FY2012 Strategic plan

Last month Connections reported on the Kona-Kohala Chamber Board of Directors strategic planning session. Below is the final action plan as approved for FY2011 - 2012.

## Mission Statement

To provide leadership and advocacy for a successful business environment in West Hawai'i.

## Vision

The result of our work is a community of choice as reflected in our quality of life, business and individual opportunity, and manifest respect for our culture and our natural resources.

## GOALS

### I. Stimulate Economic Opportunities

**Objective 1** – Investigate opportunities for collaborative economic development initiatives that will increase the number of jobs attracted to and retained in West Hawai'i.

Action Steps:

- ▶ Expand Government Affairs committee to include Economic Development.
- ▶ Collaborate with vital partners to increase economic activity to assist in retaining and expanding existing companies and support new business start-ups.
- ▶ Improve West Hawai'i's infrastructure while supporting the principles of the Kona Community Development Plan.
- ▶ Support and advocate for the following projects: Palamanui, TMT, Saddle Road, Ana Keohokalole Highway (Phase 2), Saddle Road improvements, Ali'i Highway road improvements, Kealakehe Wastewater Treatment Plant expansion, O'oma
- ▶ Testify at key hearings, track issues, deliver awareness to membership
- ▶ Write support letters incorporating member input via surveys

**Objective 2** - Promote tourism initiatives that support both short and long-term objectives to sustain a healthy industry.

Action Steps:

- ▶ Finalize Blueprint for Recovery via Tourism Task Force and publish.
  - ▶ Support partnership opportunities that encourage collaborative initiatives between public-private sectors
- Objective 4 - Serve as the primary resource for knowledge exchange, business education and business support.

Action Steps:

- ▶ Enhance Building & Design Expo to attract larger attendance, vendor participation and enhance business exposure.
- ▶ Redefine Business Expo or explore other opportunities to enhance member business exposure.
- ▶ Launch a comprehensive, inclusive and accessible education and training program for members. Create a quarterly program designed to respond to members needs. Utilize webinars for delivery.
- ▶ Redefine delivery concept for green education to support value and ROI.
- ▶ Partner with sustainable economic development programs to utilize available resources, i.e. SBA, SBDC, SCORE
- ▶ Promote labor law seminar and business outlook forums to further member business education and future strategic planning.
- ▶ Publish annual member magazine, The Source, improving distribution, shelf-life and usability.
- ▶ Launch new e-version of monthly Connections newsletter to engage more readership, provide cost-effective advertising for members and promote chamber activities.
- ▶ Promote upgraded website for added value member marketing and increased Viewership.
- ▶ Co-sponsor Earth and Ocean Festival to promote island sustainability.

**Objective 3** - Provide variety of networking opportunities that foster profitable business relationships.

Action Steps:

- ▶ Enhance monthly AfterHours programs for members to connect and gain new business opportunities.
- ▶ Support and promote Kona-Kohala Young Professionals and Busi-

ness First Tuesdays to provide networking opportunities for the younger professionals and The North Hawaii community.

- ▶ Offer Roundtables/Speed Networking opportunities to engage members in networking that increases profitability.

**Objective 4** - Fortify the Chamber as the premier business voice for West Hawai'i.

Action Steps:

- ▶ Cultivate and foster a stronger relationship with elected officials to promote advocacy issues.
- ▶ Submit testimony on key issues that support the Chamber's Mission and Vision.
- ▶ Create and implement an advocacy alert mechanism to increase awareness and encourage active member participation on targeted legislative issues.
- ▶ Sponsor annual luncheons with Mayor and Governor to underline Chamber priorities, strengthen relationship and engage business community.
- ▶ Co-sponsor candidate forums to inform and educate community on candidates and issues and promote Chamber initiatives.

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## Connections

Published monthly by the Kona-Kohala Chamber of Commerce, 75-5737 Kuakini Hwy., Suite 208, Kailua-Kona HI, 96740, 808-329-1758.

Editorial is produced by the Kona-Kohala Chamber of Commerce and can't be reproduced in any way without permission. Advertisements are not to be interpreted as an endorsement by the Chamber. Address any correspondence to marketing@kona-kohala.com.

To receive your monthly *Connections* newsletter in color by email notice, call the Chamber office at 329-1758 or email marketing@kona-kohala.com.

**Staff:** President/CEO Vivian Landrum; Accounts Manager Cathy Spitzenberger and Marketing Manager Carrie McKnight.

**Marketing Committee:** Co-Chairs Fern Gavelek and Robin Dutson, Sharon Sakai, Barbara Garcia, Kirk Shorte, Kelly Noles, Laura Kinoshita and Jan Wong.

## II. Strengthen the Chamber's Capability for Growth and Expansion

**Objective 1** – Improve member retention and increase new member numbers collectively by 10% year over year.

Action Steps:

- ▶ Pursue collaborations that provide added value to members' investment.
- ▶ Increase member retention by implementing first- and second-year member communication plan.
- ▶ Communicate the value of membership via benefits/ROI to improve retention and create new member "urgency" to join.
- ▶ "Approach more businesses." Implement a strategy to successfully recruit more businesses, esp. large businesses. Incorporate more personal contact.
- ▶ Engage a larger percentage of members in Chamber activities by identifying needs and delivering value.
- ▶ Consistently provide a clear and consistent message, incorporating the Chamber's Mission, Vision and priorities, reflecting economic impact and value.
- ▶ Maintain and improve established communication tools, including Connections newsletter, website, Source magazine and eblasts.

**Objective 2** – Utilize fundraising activities to increase revenue.

Action Steps:

- ▶ Increase promotion and achieve higher participation for golf tournament and Bid for Hawai'i programs.
- ▶ Broaden reach of Bid for Hawai'i to include more local businesses and generate increase revenue for Chamber and increased marketing exposure for business.

**Objective 3** – Manage resources efficiently and explore opportunities to streamline operations, utilize technology and leverage strategic alliances to share workload.

Action Steps:

- ▶ Audit staff time.
- ▶ Consolidate committees.
- ▶ Create and adopt a succession plan.
- ▶ Identify disconnect between Board perception of Chamber performance and membership's perception.

# Why should you advertise in THE SOURCE?









- Enhanced member directory with individual business descriptions
- Online digital version at [www.kona-kohala.com](http://www.kona-kohala.com) with URL links directly to advertiser's websites
- Premium Full Page Locations Awarded on a First-Come Basis
- Same low advertising rates
- Full-color 52-page publication
- Local demographics and business info

Available to public: January 2011

- Created for and about KKCC members.
- Reach a targeted audience of businesses committed to West Hawaii's economic wellbeing and quality lifestyle.
- Be the first contact for readers moving to West Hawai'i.



## ad sizes & rates

	<b>Full page w/bleed</b> <b>\$3000</b> 8.625" x 11.125"
	<b>Full page, non-bleed</b> <b>\$3000</b> 7.5" x 9.625"
	<b>Half page, Horizontal</b> <b>\$1700</b> 7.5" x 4.687"
	<b>Half page, Vertical</b> <b>\$1700</b> 3.625" x 9.625"
	<b>Quarter page</b> <b>\$950</b> 3.625" x 4.687"
	<b>Eighth page</b> <b>\$500</b> 3.625" x 2.218"
	<b>Business Card Page</b> <b>\$300</b> 3.5" x 2"
	<b>Online Digital Version</b> Connect readers right to your website from your Source ad. <b>\$20</b>

# Be a part of it !

For more information contact Chamber office at 329-1758

Kona-Kohala Chamber of Commerce  
75-5737 Kuakini Hwy., Ste. 208  
Kailua-Kona, HI 96740  
[www.kona-kohala.com](http://www.kona-kohala.com)

# HOW TO: 8 Steps for growing your business with Twitter

By: Laura Kinoshita (@lkinoshita)

One out of every five top U.S. retailers is using Twitter to build brand awareness, provide customer service, research customer desires, share promotions and list job openings, according to eMarketer, a research firm specializing in online marketing. Twitter is one of the world's top Web sites where people share short messages, or "tweets," with each other. Tweets are text-based posts of up to 140 characters that are public by default, but can be made private to your network. Users "subscribe" to a person's public profile and "follow" them. As of June there were about 65 million tweets posted each day, or 750 tweets each second. About 11% of adult U.S. Internet users are on Twitter and one in 10 follow a brand or company.

Here are eight steps you can use to start growing your business on Twitter today:

1. Secure your brand and product names on Twitter and register them before someone else does. This is free. Go ahead and get a couple of Twitter "handles," just like you would a domain name on the Internet. In general, shorter is better. That's because when people "Retweet" your

message, your Twitter ID will be deducted from their 140 characters. Keep your name to 15 characters or less.

2. Use your profile to drive interest and traffic to your Web site. Every Twitter profile includes a short profile and Web site link. Use your profile to explain exactly what people will get if they follow you. For best results, use your profile to show how you can be helpful. Be natural. Let your personality shine through. Make sure your Web link points to your primary home on the Web.

3. Start using Twitter search (<http://search.twitter.com/>) to monitor competitive activity. You can then start looking for customer conversations, or start hosting topics on customer experiences, reviews and recommendations. My saved searches include "Kona Kohala" and "big island marketing."

4. Find a few people who are interesting. Following is polite, but not mandatory. Follow people you think will provide value. Folks I follow: @KarenWelsh @LynnMarieLara, @Cynthia\_Hoskins, @walaaudude, @HISeamonkey. I also like @Hawaii247, @PacificBusinessNews and @guyhagi.

5. Be useful to others. Ignore the Twitter question, "What's happening." Instead, provide useful content that your followers will be interested in. Talk about others more than you talk about yourself. Do not be self-obsessed. Behave as you would at a social gathering with your friends. Be helpful, be kind, be funny.

6. Let your friends know you're on Twitter! Send an e-mail to your friends asking if they are on Twitter. Let them know that you would like to follow them. Then, remember to ask people to follow you too! Include your Twitter ID on your signature line and business cards. Don't forget to let your Facebook friends know you're on Twitter!

7. Customize your Twitter page. This is so vital to your brand. Your Twitter page is what determines whether people will "follow" you or not. It is seen by more people than will ever actually follow you, so hire a professional graphic artist to help you. Include your phone number and pertinent information about your business. @BodyGloveHawaii includes their reservation phone number on their Twitter background.

8. Don't feel obligated to keep up with it all. Twitter is a stream. You step into and out of it at your convenience. If you see something you like, tag it as a "favorite" and come back to it. Or send it to yourself as an e-mail. If you miss something, don't worry. You'll see it again. That's just how Twitter works. Trust that you'll get your essential information through other channels. You don't worry about all the radio or T.V. programs you missed today, so don't worry about what you missed on Twitter. Keep looking forward and enjoy the stream for what it is right now.

Laura Kinoshita is a certified Inbound Marketing Educator and provides free social media tips each month at <http://join.laurakinoshita.com>.



Do you have a business tip or HOW TO you would like to share in *Connections*?  
Send to  
[marketing@kona-kohala.com](mailto:marketing@kona-kohala.com).  
Include a short description of your business and receive added marketing exposure.



# Welcome new KKCC members

### Ali'i Computer Services

John Goese  
895-9741  
john@allicomputerservices.com

### Mason Termite & Pest Control

Tommy & Yvette Mason  
557-3333  
mason.termite@yahoo.com

### Splasher's Grill

Inde Coggins  
326-2212  
inde@spashersgrill.com

### Krua Thai

Samrit Ounyoung  
327-5782  
kruathai808@gmail.com

### Okolemaluna Tiki Lounge

Lisa Ginardi  
883-8454  
lginardi@gmail.com

### State Farm Insurance

Lance Matsumura  
329-6486  
aimee.koll.rvtk@statefarm.com

### Luala'i at Parker Ranch

Mary K. Flood  
808-887-1246 (HNL)  
mkflood@drhorton.com

### Scandinavian Shave Ice

Savannah Estrada  
326-2522  
savannah@scandinavianshaveice.com

### Tross Diesel

Donna Hitzfeld  
937-9733  
albatrosscorp@gmail.com

**As a Member, KKCC works to...**  
• *Bring you more business* • *Create better connections*  
• *Make you more visible* • *Help you work smarter*

If you advertise in *West Hawaii Today* or *Ke Ola* magazine you may qualify for **FREE** advertising on the Chamber's website - [www.kona-kohala.com](http://www.kona-kohala.com).

Add the Chamber "bug" to your local advertising and receive free advertising on the Chamber's website!



Simply include the Chamber "bug" logo in your ad. If the ad runs for at least one week, you qualify. Ad space is limited to three top banner, rotating positions and side bar ads. Qualified businesses will be taken on a first-come, first-serve basis. Business is responsible for ad creation according to specs required for website.

Contact the Chamber office for more details. Email [carrie@kona-kohala.com](mailto:carrie@kona-kohala.com) or call 329-1758. Take advantage of this FREE marketing opportunity while boosting sales with your Chamber recognition

## MONTHLY MEETINGS CALENDAR

**November 2, Tuesday**  
Membership Services Committee  
12:30 p.m., KKCC Office

**November 3, Wednesday**  
Environment & Natural Resources / Kuleana Committee  
12 noon., Jack's Diving Locker

**November 4, Thursday**  
Marketing Committee  
3 p.m., KKCC Office

**November 9, Tuesday**  
Executive Committee  
2:30 p.m., KKCC Office

**TBA**  
Government Affairs Committee  
12 Noon, KKCC Office

# Member Spotlight...awards, announcements, launches...

## Original Hawaiian Chocolate Factory Marks 10 Years in Keauhou

The slogan "made from scratch" rings true for The Original Hawaiian Chocolate Factory (OHCF), which is marking its 10th anniversary. The company produces Hawai'i's premier chocolate, a 100% locally grown and made product that has won numerous awards and accolades, including a recent top rating from UK chocolate reviewer, Lee McCoy.

Founded, owned and operated in Keauhou by Bob and Pam Cooper, OHCF creates three kinds of single-origin chocolate exclusively from 100

percent Hawaiian cacao: milk, dark and rare criollo. The Coopers grow their cacao, as well as purchase it from local artisan growers. Small tours and tastings are conducted at their chocolate factory and plantation.

OHCF is a member of the Hawai'i Department of Agriculture's Seal of Quality program, which identifies the state's premium, "cream of the crop" agricultural producers. Being the first to grow, hand-pick, sun-dry and process only Hawaiian grown-cacao has earned OHCF national acclaim. The Kona company's chocolate has appeared in the New York Post, the LA Times and on the Food Network, National Public Radio, America's Heartland and Seattle P-I.

Phone 808-322-2626 or toll free 1-888-447-2626. Original Hawaiian Chocolate is available at numerous statewide retailers and online at: [www.ohcf.us](http://www.ohcf.us).

## \$1 Million Spruce-up Underway at Big Island Country Club, Grand Reopening Nov. 20

Big Island Country Club (BICC), one of the most highly rated independent golf courses in Hawai'i, is midway in major renovation to the 18-hole golf course and its facilities. BICC hosts a grand "re-opening" event Saturday, Nov. 20, along with a fundraiser for the Pu'uana'hulu Community Association.

To date, more than \$500,000 has been spent on the renovations, with more than 40 workers employed full time and contractors brought in for specialized work. The revamping of the course began last spring after



## Auction Items Now Being Accepted!

Join the WIN - WIN - WIN Action for this 2nd annual event!

**You win** with extreme marketing exposure • **The community wins** with great holiday shopping deals • **The Chamber wins** with much needed fundraising revenue to allow us to continue to support our local businesses via our programs and services

Last Year 851 unique addresses visited the **Bid for Hawaii** website with 111 placing bids. Winning bidders were located in Hawaii, Washington, Colorado, California, Connecticut and Canada

By supporting the Bid for Hawaii Online Auction you'll receive:

- Valuable exposure simply for donating an item to our online auction. Each time you add to our catalogue, your logo and link are broadcast to the world. What a great way to drive traffic to you!
- Greater interest in your products/services locally, nationally and internationally.

All in time for holiday shopping!

Donate now! Go to [biddingforgood.com/BidforHawaii](http://biddingforgood.com/BidforHawaii) or contact the office at 329 -1758, or email [marketing@kona-kohala.com](mailto:marketing@kona-kohala.com)

**Auction opens November 26 - closes midnight, December 10**



# Member Spotlight

*continued from page 6*

purchased by Silagi Development and Management.

The Pete and Perry Dye-designed course plays more than 7,000 yards for the better player but just 4,850 yards from the forward tees. With more than 2,000 varieties of trees and plants found on the course property, this park-like setting is also one of the few refuges in Hawai'i of the endangered Nene goose, the state bird. Phone 808 325-5044 or visit [www.bigislandcountryclub.com](http://www.bigislandcountryclub.com).

## New Interim CEO Announced

Kona Community Hospital (KCH) has appointed Kathryn Harter as interim chief executive officer (CEO).



Harter has 33 years of professional experience including 19 years in administration.

Most recently, she served as the chief nursing officer at Wythe County Community Hospital in Virginia, a 110-bed for-profit facility. Harter received a nursing degree from Broome College, another in organizational management from John Brown University and a MBA from Webster University.

"We are fortunate to have someone of such high caliber as Kathryn take on this role," said Earl Greenia, Chief Executive Officer of Kona Community Hospital and Kohala Hospital. "She brings a wealth of knowledge, experience and energy. Her leadership will ensure a smooth transition."

Founded in 1914, Kona Community Hospital is a 94-bed full-service hospital with 24-hour emergency services that supports the west region of the island of Hawai'i.

## Arc of Kona Presents Annual Bazaar, Custom Car Show

Arc of Kona's 14th free annual bazaar is 9 a.m.-2 p.m. Saturday, Nov. 20 and offers entertainment, plus a silent auction with items donated by resorts, adventure tours, artists and more. Find food, the always popular Trash

and Treasure Booth and craft vendors on Konawaena School Road.

New this year is a custom car show in the Konawaena High School parking lot. Car participants should phone 808-323-2626 to get a registration form. The event is a fundraiser to continue programs that bring joy, hope and help to people with disabilities.

## Family Support Receives \$2,500 to Host Reading Celebration

Reading Is Fundamental (RIF), the nation's largest children's literacy organization, selected Family Support Hawaii to receive a \$2,500 special literacy grant to host a Family Reading Celebration event for local families. The Family Reading Celebration initiative is designed to empower families and communities to help children discover the joy of reading.

"We are honored to receive this Family Reading Celebration grant to better serve the families in our community," said Shannon Ramirez, Family Support Hawaii's RIF coordinator. "Reading opens the doors to so many opportunities, and this grant will help us develop lifelong readers among our local children."

Through a multi-year partnership with Macy's, RIF is distributing \$87,500 in grant funds to 28 programs during the first phase of the new Family Reading Celebration initiative. For more information, contact Ramirez at 808-334-4111.

## Kona Outdoor Circle Luncheon Honors Kona Brewing Company

Kona Outdoor Circle (KOC) hosts an educational visit to the Kona Brew Pub 11:30 a.m. Tuesday, Nov. 9. The public is invited to learn about Kona Brewing Company's (KBC) five-tier program of recycling, composting, energy reduction, resource use reduction and renewable energy.

The event includes a pizza and salad buffet lunch and beer tasting. Kona Outdoor Circle will present a "Community Appreciation Award" to KBC in recognition of its accomplishments helping keep Kona clean,

green and beautiful.

The price for the event includes a donation to KOC. Reservations deadline is noon November 8., phone 808-331-2426 or email [koc@konaoutdoorcircle.org](mailto:koc@konaoutdoorcircle.org).

## New Banjy's Restaurant Lists Lineup of November Activities

Located at the Waikoloa Village Golf Course, Banjy's Paradise Bar & Grill offers themed menus and special events this month. Each night, enjoy specials from a different ethnic group or region, like Italian on Sunday, Mexican on Tuesday, Southwestern on Thursday and Mediterranean on Saturday.

Don't miss Banjy's Wine Club 6 p.m. on Wednesday, Nov. 10. Other November activities include karaoke Thursday, Nov. 18, salsa dancing Saturday, Nov. 20 and Thanksgiving Meals to Go. For details, phone 808-883-3853.

## Member Spotlight Guidelines

The Connections' monthly column, Member Spotlight, offers KKCC members a free networking opportunity to share information about awards, announcements and launches. Copy should be submitted to [marketing@kona-kohala.com](mailto:marketing@kona-kohala.com) by the 15th of the month. It is on a space available basis, so it's important to get your info sent as early as possible. Submissions will be edited for style and should not exceed 100 words in length. Priority will be given to items that have a "news" element. High resolution digital photos are welcome and permission for usage must be included by the photographer.

## KOKUA KAILUA

SHOP • DINE • BUY LOCAL

Hulihe'e Palace  
Concert  
and Village Stroll

Sunday, November 21

1 - 6 p.m.

Ali'i Drive



## NETWORKING OPPORTUNITIES

# PATH shares vision, goals at October AfterHours

KAILUA-KONA— Chamber members who rode their bikes or walked to the October AfterHours at the new PATH office in downtown Kailua's Brewery Block were treated to a goodie bag that can double as a backpack.

Executive Director Laura Dierenfield explained that PATH (Peoples Advocacy for Trails Hawaii) is celebrating 25 years of safely connecting people and places on Hawai'i Island

with pathways and bikeways. Its goal is making safe paths for active people from 8 to 80 years old. PATH does this by teaching safety classes to kids and adults, taking leadership positions in a number of statewide committees, preserving the fragile environment and promoting an active lifestyle.

Dierenfield announced PATH has established a business membership: for \$100 annual dues, businesses can support this worthwhile non-profit and have a logo on PATH's truck and website.

New members present included John Goese from Ali'i Computer Services, which does repair and maintenance on all types of platforms. Ali'i's policy is no fix/no pay. Steve Hansen, known as the Big Island Event Guy, offers creative services for special event marketing, public relations, sponsorship, venue and attendance, plus concept development and technical advice. Gretchen Lambeth from



**KKCC NEW MEMBERS L-R—** Gretchen Lambeth from Hawaiian Isle Real Estate, Deb Sims of Sweet Spirit Farms, Kathy Sweetser, MFT, John Goese from Ali'i Computer Services and Steve Hansen, Big Island Event Guy.



AFTERHOURS HOST—Mahalo to the Peoples Advocacy for Trails Hawaii (PATH). Photos by Kirk Shorte

Hawaiian Isle Real Estate offers a free e-newsletter with real estate trends, including detailed statistics and graphs. Sign up for it at [www.hawaii realestatedreams.com](http://www.hawaii realestatedreams.com).

Kathy Sweetser, MFT is a marriage and family therapist, who also happens to see a lot of "single" clients. She specializes in short-term, solu-

## November AfterHours BLUE DRAGON Coastal Cuisine & Musiquarium

61-3616 Kawaihae Road, Kamuela



Wednesday, November 17  
5 - 7 p.m.

*Reservations required by Monday, November 15*

Members or First time guests \$10 • Non-members \$25

RSVP online • Chamber office at 329-1758 • email [Carrie@kona-kohala.com](mailto:Carrie@kona-kohala.com)



**More AfterHours pics are posted at [www.kona-kohala.com](http://www.kona-kohala.com)**

tion-focused programs and accepts most insurance. Deb Sims of Sweet Spirit Farms considers herself a bean counter! In addition to counting coffee beans at her South Kona coffee and mango farm, Deb supports her coffee habit by offering professional accounting, bookkeeping and business consulting for small- to medium-sized businesses. She sells her Sweet Spirit Farm 100% Kona Coffee and hand-made delights every Saturday morning at the Keauhou Farmers Market.

The next AfterHours is November 17 at the Blue Dragon Restaurant in Kawaihae, signup at [kona-kohala.com](http://kona-kohala.com), email [carrie@kona-kohala.com](mailto:carrie@kona-kohala.com) or contact the Chamber at 329-1758.



# Annual employment law seminar highlights new social media challenges in workplace hiring

KEAUHOU—Whistleblower and Retaliation Claims, Discrimination Law and Developments in Drug Testing were some of the topics covered by attorneys Newton Chu and Wayne Yoshigai at the Kona-Kohala Chamber of Commerce's Hawai'i Employment Law Seminar held October 22 at the Keauhou Beach Resort. Presented by Torkildson, Katz, Moore, Hetherington and Harris, this annual labor law colloquium updated attendees on new and changing Hawai'i labor law issues.

Always a popular topic with attendees, Independent Contractor versus Employee status and Wage/Hour Basics produced the longest discussion. Chu and Yoshigai shared the Department of Labor (DOL) has included in their FY2011 budget \$25 million to combat employee misclassifications. The goal is a crackdown on the misclassification of independent contractors (IC) via random audits by the IRS

to determine if withholding of employment taxes should have occurred. The DOL will also be proposing recordkeeping rules to encourage greater compliance by employers and enhance awareness among workers of their status as employees or IC's.

New this year was a session on Privacy, Technology and Workplace Liability. Spawnd by the rise of text messaging, personal use of email, googling, blogging and questions on reasonable expectations of privacy, this subject drew as many questions as answers due to the complexity of the issues. Employers were encouraged to adopt blogging and computer usage and monitoring policies to inform employees on what type of activities are permitted and prohibited,



address inappropriate blogs that could result in criminal or civil liability and adopt rules of conduct for the employee to encourage refraining from conduct that is "detrimental to the company's reputation and good will in the community."

In addition, Chu discussed how many employers are now googling job applicants or viewing individual's profiles on social networking sites to get additional background information

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## KKYP has new time, Business First! boasts permanent home



KKYP SPOOKTACULAR—Chamber "Bug" Carrie McKnight, KKCC and Gabby Hurtado, Storage Kings get into the spirit.

Show provided entertainment to kick off the October Kona-Kohala Young Professionals (KKYP) meeting at KBXtreme's Parrot Rock Lounge.

Sponsored by Storage Kings, property manager Gabriella Hurtado was

KAILUA-KONA — The room was rockin' with the music of Time Warp as members from the cast of Aloha Performing Arts Company's Rocky Horror Show provided entertainment to kick off the October Kona-Kohala Young Professionals (KKYP) meeting at KBXtreme's Parrot Rock Lounge.

also in the Halloween spirit as she and other staff dressed as "storage boxes" but found it difficult to serve the food and beverages they offered to the 25 attendees. Storage Kings, with three locations in West Hawai'i, offers secure, keypad-gated entry; video surveillance; friendly staff and move-in specials.

KKYP will be changing its meeting time to reflect consensus by the group that 6 p.m. is a better starting



KKYP OCTOBER HOST—Mahalo to Storage Kings for sponsoring beverages and pupus.

time. The next KKYP will take place at the new time, 6-8 p.m., on November 23 from at KBXtreme's Parrot Rock Lounge.

**Business First! Tuesday boasts a permanent host with Daniel Thiebaut's.** Thanks to the efforts of Elizabeth Merk and Chef Daniel Thiebaut, Business First! Tuesday has found a permanent location for its monthly gathering for North Hawai'i business people.

The first Tuesday of each month, from 5- 7 pm, North Hawai'i businesses, residents and/or anyone interested in doing business in North Hawai'i is encouraged to drop in at Daniel Thiebaut's restaurant for an informal networking event and talk story. November's event falls on Election Day, Nov. 2, and guests will be able to watch the returns on television as well as make great connections.

## Message from the president *cont. from page 1*

ings. To better realize the impact here are a few statistics associated with this race:

- Ironman triathletes stay on Hawai'i Island an average of 8.32 days and 12.16 days statewide. Almost half will visit other islands as well.
- Total sales generated statewide are \$25.9 million.
- State and county governments receive at least \$1.4 million in taxes.
- Media coverage for the race provides national and international exposure. Immeasurable return.

In addition, the Ironman Foundation supports Hawai'i Island with sizeable donations to various community groups and organizations. A volunteer fire truck valued at \$55,700, 15 passenger vans with gas and insurance for both PATH and Hospice, and monetary donations to Kona Historical Society, Habitat for Humanity, Ronald McDonald House, American Cancer Society and others are just a

few of the donations received.

While a few may feel inconvenienced by the race and see the influx of athletes as a bother, I feel we should be grateful for the race, especially in times such as these, where hotels, restaurants and other businesses are struggling to keep their doors open. For some, this race is the mainstay of their annual income.

So mahalo to all involved with Ironman! Mahalo to Diana Bertsch and her local staff, and those headquartered in Florida, who believe only Kona can offer a world-class destination for their world-class event. Mahalo to the volunteers who give of their time and energy to make this race the success it is. Mahalo to the 1800 athletes who win the right to travel to Kona to compete in this grueling sporting event. And mahalo to our community for demonstrating our true aloha spirit to our guests and to the world.

## Employment law *cont. from page 9*

before hiring. However, in doing so, an employer may obtain information on subjects that the employer is not legally allowed to ask. Examples of this type of information include an individual's age, national origin, religious beliefs, medical history, marital status or other protected statuses under state and federal law.

Courts have taken the stance that such searches are now part of the reasonable, responsible employer's hiring process. It is what the employer does with the information that will determine whether the employer engaged in inappropriate activity, such as refusing to hire. Was a hiring decision based on information obtained regarding a protected category?

Human resource issues continue to be a complex maze with ever-changing corridors. Thanks to Newton Chu and Torkildson, Katz, Chamber members are provided with support and yearly updates to avoid possible litigation and costly lawsuits.

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## Kona-Kohala Chamber of Commerce Advertising Opportunities

Take advantage of an excellent and cost effective way to reach other businesses, visitors and people moving to the island by advertising in one of the Chamber's publications.

Advertising options include:

- Connections - chamber's monthly newsletter
- The Source - chamber's annual member magazine
- Kona-kohala.com - chamber's website
- West Hawaii Today Connections - monthly 2-page spread in West Hawaii Today

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*Mission:*

*The Kona-Kohala Chamber of Commerce exists to provide leadership and advocacy for a successful business environment in West Hawai'i.*

*Vision:*

*The result of our work is a community of choice as reflected in our quality of life, business and individual opportunity, and manifest respect for our culture and our natural resources.*



*Connections* printing courtesy of Kona Business Center  
329-0006 or email [Steve@konacopy.com](mailto:Steve@konacopy.com)

To receive your monthly *Connections* newsletter in color by email notice, call the Chamber office at 329-1758 or email [marketing@kona-kohala.com](mailto:marketing@kona-kohala.com).

# HOT DEALS

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Your *Connections* newsletter features all Hot Deals posted on the website each month. Find the Hot Deals at [www.kona-kohala.com](http://www.kona-kohala.com).

To ensure your Hot Deal is published in the newsletter it must be submitted for approval before the 25th of the month.  
Log on to ChamberMaster to create your Hot Deal.

# Mahalo for Photo Submissions

*Thank you to all the businesses who submitted images for The Source magazine photo contest. Chosen images will be published in the 2011 edition of the magazine as well as the Chamber website.*

*Watch for your new Source magazine in January!*

